PRESS RELEASE

_____ WALKS THE ROAD TO HEALTH AND FITNESS!
(your community or group name)

_____(your community or group name)
is currently enrolling local residents age 50 and above in a 12-week walking program
designed to help participants maintain their health and improve their physical fitness.

_____(date and time) at _____ (location).

      The *Live Long, Live Well* Walking Program, a New Jersey Department of Health
and Senior Services senior wellness initiative, encourages residents age fifty and older
to walk at least 30 minutes most days of the week. The program is designed to help
older adults maintain their health and improve their physical fitness.

      To start on the right foot, *Live Long, Live Well Walking Program* participants are
provided a log book to track their progress. The book also contains special tips on
walking to help participants reach their health and fitness goals. Participants who walk
regularly for 12 consecutive weeks receive a *Live Long, Live Well Walking Program*
Certificate of Achievement.

      "It's never too late to become physically active – no one in New Jersey is too old
to enjoy the benefits of walking," said _____ (town official or
head of your organization).

      (Information about your local organization or club goes
here)_____.

      Few factors contribute as much to successful aging as being physically active
and, through a program such as *Live Long, Live Well*, it doesn't take much time.
Spending as few as 30 minutes most days in moderate activity, such as a brisk walk,
can produce remarkable health benefits.

      "People who increase their level of physical activity can make major strides
against diseases such as obesity, heart disease, diabetes, stroke, osteoporosis, and
osteoarthritis," said _____ (official).

"Walking is one of the best ways to get and stay fit," said _____ (official). "Walking is simple, it's all-weather and it works!"

To receive your free Live Well, Live Long Walking Program log book, learn about local walking clubs, or find out about local walking trails, contact _____ (name and phone number of local walking program oordinator).